

Logon

\*\*\* It is now 1/2/07 8:47:17 PM \*\*\*

## Welcome to DialogLink - Version 5 Revolutionize the Way You Work!

### New on Dialog

#### Enhanced Derwent World Patents Index Now Available

The enhanced *Derwent World Patents Index*<sup>®</sup> (*DWPI*<sup>SM</sup>) (Files 350,351,352) is now available on Dialog. The improvements implemented in *DWPI* on Dialog further extend the database's rich content set and enhances overall functionality of the database.

In addition to distilled expert analysis reflected in *DWPI* expanded titles and abstracts, other enhancements include original patent filing details, multiple patent images, easy cut-and-paste patent family data, and much more.

The new templates include new features that will help you manage and distribute your *DWPI* search results in an attractive format.

Learn about all of the new DWPI enhancements and report templates at <http://www.dialog.com/dwpi>.

#### DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (November 2005)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

Show Preferences for details

? Help Off Line

\* \* \*

Connecting to Rob Pond - Dialog - 264751

Connected to Dialog via SMS00302

? b 15, 9, 610, 810, 275, 476, 624, 621, 636, 613, 813, 16, 160, 634, 148, 20, 35, 583, 65, 2, 474, 475, 99, 256, 348, 349, 347, 635, 570, papersmj, paperseu, 47

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? s amphire(w)exchange

679 AMPHIRE

12032108 EXCHANGE

S1 19 S AMPHIRE (W) EXCHANGE

? s amphire

S2 679 S AMPHIRE

? t s1/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

1/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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02188994 75207121

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

E-marketplaces pursue strategy of evolution

Word Count: 1424 Length: 2 Pages

Jul 9, 2001

Company Names:

Provision X ( NAICS:514210 )

eFS Network ( NAICS:514210 )

Geographic Names: United States; US

Descriptors: Business to business commerce; Electronic procurement; Food service industry; Professional relationships; Market strategy; Suppliers; Web sites

Classification Codes: 9190 (CN=United States); 8380 (CN=Hotels & restaurants); 5120 (CN=Purchasing); 5250 (CN=Telecommunications systems & Internet communications); 7000 (CN=Marketing); 2400 (CN=Public relations)

Print Media ID: 21784

1/8/2 (Item 1 from file: 610)

Business Wire

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00674388 20020305064B8357 (USE FORMAT 7 FOR FULLTEXT)

Restaurant Services, Inc. Moves Burger King Systems On-line With Amphire-Amphire Standardizes Supply Chain Ordering, Transactions and Communications for U.S. Burger King Restaurants, Suppliers and Distributors

Tuesday , March 5, 2002 07:59 EST

Word Count: 688

Company Names: diageo plc

Geographic Names: AMERICAS; FLORIDA; NORTH AMERICA; USA

Product Names: CATERING; COMMUNICATIONS TECHNOLOGIES; EATING OUT; INTERNET; LEISURE; LOGISTICS; RESTAURANTS; RETAILING AND DISTRIBUTION

Event Names: CONTRACTS AND ORDERS; PRODUCTIVITY; TECHNOLOGY DEVELOPMENT

1/8/3 (Item 2 from file: 610)

Business Wire

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00555250 20010717198B5894 (USE FORMAT 7 FOR FULLTEXT)

Leading Foodservice Distributors Implement the Amphire Exchange for Electronic Trading-Over 100 Suppliers To Trade Electronically With Leading Distributors Via the Web

Tuesday , July 17, 2001 05:30 EDT

Word Count: 810

Company Names: MBM CORP; GORDON FOOD SERVICE; IJ CO INC; SHAMROCK FOODS; FORESIGHT GROUP; MICROSOFT CORP; ALLEN FOODS INC; FOOD SERVICES INC; FOOD SERVICES HOLDING CORP; FOOD SERVICES LTD; FOOD SERVICES OF AMERICA; HENRY LEE; HENRY LEE CO INC; NICHOLAS AND CO INC; BRINKER INTERNATIONAL INC; MARRIOTT INTERNATIONAL HOTELS INC; MARRIOTT HOTELS LTD; AMERICAN RETIREMENT CORP

Geographic Names: AMERICAS; NORTH AMERICA; USA

Product Names: BANKING; BANKING AUTOMATION; COMMUNICATIONS TECHNOLOGIES; COMPUTERS; DATA COMMUNICATIONS; ELECTRONIC COMMERCE; ELECTRONIC FUNDS TRANSFER; FINANCIAL SERVICES; FOOD; NETWORKS; RETAILING AND DISTRIBUTION

Event Names: CONTRACTS AND ORDERS; CORPORATE FINANCIAL DATA; JOINT VENTURES; TECHNOLOGY DEVELOPMENT

1/8/4 (Item 3 from file: 610)

Business Wire

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00554213 20010716197B4852 (USE FORMAT 7 FOR FULLTEXT)

Distribution Market Advantage Selects Amphire To Power e-Advantage

Monday , July 16, 2001 05:30 EDT

Word Count: 548

Company Names: MICROSOFT CORP; ALLEN FOODS INC; FOOD SERVICES INC; FOOD SERVICES LTD; FOOD SERVICES OF AMERICA; GORDON FOOD SERVICE; HENRY LEE; HENRY LEE CO INC; IJ CO INC; NICHOLAS CO INC; NICHOLAS AND CO INC; SHAMROCK FOODS; BRINKER INTERNATIONAL INC; MARRIOTT INTERNATIONAL HOTELS INC; MARRIOTT HOTELS LTD; AMERICAN RETIREMENT

CORP; COMPAQ COMPUTER CORP

Geographic Names: AMERICAS; NORTH AMERICA; USA

Product Names: COMMUNICATIONS TECHNOLOGIES; COMPUTERS; DATA COMMUNICATIONS; FOOD; NETWORKS ; RETAILING AND DISTRIBUTION

Event Names: CONTRACTS AND ORDERS; CORPORATE FINANCIAL DATA; JOINT VENTURES; TECHNOLOGY DEVELOPMENT

1/8/5 (Item 1 from file: 621)

Gale Group New Prod.Annou.(R)

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03132871 Supplier Number: 83472575 (USE FORMAT 7 FOR FULLTEXT)

Restaurant Services, Inc. Moves Burger King Systems On-line With Amphere.

March 5 , 2002

Word Count: 746

Publisher Name: Business Wire

Company Names: \*Amphere Solutions Inc.; Burger King Corp.; Restaurant Services Inc.

Product Names: \*5812000 (Eating Places)

Industry Names: BUS (Business, General); BUSN (Any type of business )

SIC Codes: 5812 (Eating places )

NAICS Codes: 722 (Food Services and Drinking Places )

1/8/6 (Item 2 from file: 621)

Gale Group New Prod.Annou.(R)

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02933734 Supplier Number: 76572927 (USE FORMAT 7 FOR FULLTEXT)

Leading Foodservice Distributors Implement the Amphere Exchange for Electronic Trading.

July 17 , 2001

Word Count: 876

Publisher Name: Business Wire

Industry Names: BUS (Business, General); BUSN (Any type of business )

1/8/7 (Item 3 from file: 621)

Gale Group New Prod.Annou.(R)

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02931927 Supplier Number: 76542304 (USE FORMAT 7 FOR FULLTEXT)

Distribution Market Advantage Selects Amphere To Power e-Advantage.

July 16 , 2001

Word Count: 563

Publisher Name: Business Wire

Industry Names: BUS (Business, General); BUSN (Any type of business )

1/8/8 (Item 1 from file: 16)  
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09487510 Supplier Number: 83472575 (USE FORMAT 7 FOR FULLTEXT)

Restaurant Services, Inc. Moves Burger King Systems On-line With Amphere.  
March 5 , 2002  
Word Count: 746  
Publisher Name: Business Wire  
Company Names: \*Amphere Solutions Inc.; Burger King Corp.; Restaurant Services Inc.  
Product Names: \*5812000 (Eating Places)  
Industry Names: BUS (Business, General); BUSN (Any type of business )  
SIC Codes: 5812 (Eating places )  
NAICS Codes: 722 (Food Services and Drinking Places )  
Special Features: LOB; COMPANY

1/8/9 (Item 2 from file: 16)  
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08805796 Supplier Number: 76572927 (USE FORMAT 7 FOR FULLTEXT)

Leading Foodservice Distributors Implement the Amphere Exchange for Electronic Trading.  
July 17 , 2001  
Word Count: 876  
Publisher Name: Business Wire  
Industry Names: BUS (Business, General); BUSN (Any type of business )

1/8/10 (Item 3 from file: 16)  
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08803149 Supplier Number: 76561374 (USE FORMAT 7 FOR FULLTEXT)

E-marketplaces pursue strategy of evolution.  
July 9 , 2001  
Word Count: 1496  
Publisher Name: Lebhar-Friedman, Inc.  
Company Names: \*Provision X  
Product Names: \*4811520 (Online Services)  
Industry Names: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition )  
SIC Codes: 4822 (Telegraph & other communications )  
NAICS Codes: 514191 (On-Line Information Services )  
Special Features: COMPANY



1/8/11 (Item 4 from file: 16)  
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08801008 Supplier Number: 76542304 (USE FORMAT 7 FOR FULLTEXT)

Distribution Market Advantage Selects Amphire To Power e-Advantage.  
July 16 , 2001  
Word Count: 563  
Publisher Name: Business Wire  
Industry Names: BUS (Business, General); BUSN (Any type of business )

1/8/12 (Item 1 from file: 148)  
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14347525 Supplier Number: 83472575 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Restaurant Services, Inc. Moves Burger King Systems On-line With Amphire.

March 5 , 2002  
Word Count: 745 Line Count: 00070  
Company Names: Amphire Solutions Inc.; Burger King Corp.; Restaurant Services Inc.  
Industry Codes/Names: BUS Business, General; BUSN Any type of business  
Descriptors: Restaurant industry  
Product/Industry Names: 5812000 (Eating Places)  
Product/Industry Names: 5812 Eating places  
NAICS Codes: 722 Food Services and Drinking Places  
File Segment: NW File 649

1/8/13 (Item 2 from file: 148)  
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13622187 Supplier Number: 76572927 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Leading Foodservice Distributors Implement the Amphire Exchange for Electronic Trading.

July 17 , 2001  
Word Count: 876 Line Count: 00082  
Industry Codes/Names: BUS Business, General; BUSN Any type of business  
File Segment: NW File 649

1/8/14 (Item 3 from file: 148)  
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13618400 Supplier Number: 76561374 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
E-marketplaces pursue strategy of evolution.

July 9 , 2001

Word Count: 1496 Line Count: 00122

Company Names: Provision X

Industry Codes/Names: BUSN Any type of business; FOOD Food, Beverages and Nutrition

Descriptors: Online services

Product/Industry Names: 4811520 (Online Services)

Product/Industry Names: 4822 Telegraph & other communications

NAICS Codes: 514191 On-Line Information Services

File Segment: TI File 148

1/8/15 (Item 4 from file: 148)

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13616296 Supplier Number: 76542304 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Distribution Market Advantage Selects Amphire To Power e-Advantage.

July 16 , 2001

Word Count: 566 Line Count: 00056

Industry Codes/Names: BUS Business, General; BUSN Any type of business

File Segment: NW File 649

1/8/16 (Item 1 from file: 20)

Dialog Global Reporter

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17820654 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Leading Foodservice Distributors Implement the Amphire Exchange for Electronic Trading

July 17, 2001

Word Count: 822

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

Province/State: Idaho

1/8/17 (Item 2 from file: 20)

Dialog Global Reporter

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17794305 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Distribution Market Advantage Selects Amphire To Power e-Advantage

July 16, 2001

Word Count: 546

Descriptors: Joint Ventures; Strategy; Company News

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

1/8/19 (Item 1 from file: 570)

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02105206 Supplier Number: 76561374 (USE FORMAT 7 FOR FULLTEXT)

E-marketplaces pursue strategy of evolution.

July 9 , 2001

Word Count: 1496

Publisher Name: Lebhar-Friedman, Inc.

Company Names: \*Provision X

Product Names: \*4811520 (Online Services)

Industry Names: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition )

SIC Codes: 4822 (Telegraph & other communications )

Naics Codes: 514191 (On-Line Information Services )

Special Features: COMPANY

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1/8/19 (Item 1 from file: 570)

Gale Group MARS(R)

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02105206 Supplier Number: 76561374 (USE FORMAT 7 FOR FULLTEXT)

E-marketplaces pursue strategy of evolution.

July 9 , 2001

Word Count: 1496

Publisher Name: Lebhar-Friedman, Inc.

Company Names: \*Provision X

Product Names: \*4811520 (Online Services)

Industry Names: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition )

SIC Codes: 4822 (Telegraph & other communications )

Naics Codes: 514191 (On-Line Information Services )

Special Features: COMPANY

? s bulk(w)order???

Processing

Processing

Processing

1516239 BULK

20847654 ORDER???

S3 6146 S BULK(W)ORDER???

? d s

Set	Items	Description
S1	19	S AMPHIRE (W) EXCHANGE
S2	679	S AMPHIRE
S3	6146	S BULK(W)ORDER???

? s (s1 or s2) and s3

	19	S1
	679	S2
	6146	S3
S4	0	S (S1 OR S2) AND S3

? t s1/7/15

1/7/15 (Item 4 from file: 148)

Gale Group Trade & Industry DB

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13616296 Supplier Number: 76542304 (THIS IS THE FULL TEXT )

Distribution Market Advantage Selects Amphire To Power e-Advantage.

Business Wire , 0027

July 16 , 2001

Text:

Business Editors/Technology Writers

CHICAGO--(BUSINESS WIRE)--July 16, 2001

Distribution Market Advantage (DMA), a \$12 billion national foodservice distribution company comprised of fourteen leading independent foodservice distribution companies, today announced an extensive strategic agreement with Amphire Solutions, Inc.

The DMA Board of Directors has approved an agreement under which Amphire Solutions, Inc. a leading technology provider to the \$390 billion

foodservice industry, will provide the technology platform to power e-Advantage(TM), DMA's web order management and innovative reporting system

that aggregates system wide purchasing for chain operators.

"The DMA Board of Directors recognizes that DMA's core competency is in providing national distribution and procurement solutions for chain operators. By establishing this relationship with Amphire, we are able to enhance our e-Advantage(TM) brand with a technology partner with proven technology and an understanding of the foodservice industry. Amphire also has the support of major technology players such as Microsoft and Compaq," said Bob Sala, President and CEO of DMA."

DMA will serve as a development partner to Amphire to fully address the needs of its distributors and chain operators and will serve in a leadership role on Amphire's Board of Directors. The agreement also provides an option for DMA distributors to adopt Amphire's full line of industry-specific and proven technology solutions for their local needs.

"Our relationship with DMA is a proof point to reinforce our dominant position in the foodservice industry. DMA is the preeminent independent distribution network for chain operators," said Mark Barnekow, President and CEO of Amphire. "DMA members and operators will greatly benefit from Amphire's technology solutions and execution in the foodservice industry. Amphire offers DMA members and operators a robust product unmatched by any other e-commerce provider which will strengthen their relationships in the foodservice industry."

About DMA

DMA is a national foodservice distribution company whose shareholders are the leading regional foodservice distributors. Combined annual sales of the

organization's 52 warehouses exceed \$12 billion. DMA's regional distributors joined forces to provide foodservice operators with the pricing, distribution and technological advantages of a national organization, and the service priority of a local business. DMA is made up of broadline distributors such as Allen Foods, Food Services of America, Gordon Food Service, Hawkeye Foodservice Distribution, Henry Lee Company, The IJ Company, Maines Foodservice, Metropolitan Provisions, Nicholas & Company, Reinhart FoodService, Shamrock Foods Company and Smart & Final Foodservice. DMA customers include chain segment leaders such as Brinker International, PF Chang's (Nasdaq:PFCB), Rock Bottom Restaurants, Luby's, Marriott Hotels, Gate Gourmet, and American Retirement Corp.

For more information, visit [www.dmadelivers.com](http://www.dmadelivers.com).

About Amphire

Amphire Solutions, Inc. is the leader in ecommerce supply chain solutions and the first foodservice industry exchange that has successfully completed transactions throughout the entire supply chain. The company's complete technology solution includes Amphire Access(TM) and the Amphire Exchange(TM) which streamlines transactions between suppliers, distributors and operators in the \$390 billion U.S. foodservice market. Amphire Access and Amphire Exchange provide the foodservice supply chain with end-to-end replenishment and reporting capabilities through remotely hosted, virtual private internet networks connecting distributors with both their suppliers and restaurant customers.

Amphire's technology solutions are built on the Microsoft (Nasdaq:MSFT) technology platform. Compaq (NYSE:CPQ) is one of Amphire's preferred integration partners.

For more information, visit [www.amphire.com](http://www.amphire.com).

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Set	Items	Description
S1	19	S AMPHIRE(W)EXCHANGE
S2	679	S AMPHIRE
S3	6146	S BULK(W)ORDER???
S4	0	S (S1 OR S2) AND S3

? ts1/7/19

1/7/19 (Item 1 from file: 570)

Gale Group MARS(R)

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02105206 Supplier Number: 76561374 (THIS IS THE FULLTEXT)

E-marketplaces pursue strategy of evolution.

Waters, C. Dickinson

Nation's Restaurant News , v 35 , n 28 , p 51

July 9 , 2001

Text:

CHICAGO AND MOUNTAIN VIEW, CALIF.--Much like the ancient meteor strike that ended the reign of dinosaurs, e-commerce arrived suddenly on the foodservice horizon, portending doom for the stodgy beasts known as traditional business practices. Last year e-marketplaces and online networks were going to revolutionize overnight the way business was done, make inefficient methods extinct and usher in a new era of prosperity. Or so the cyber-prophets said.

Now that the dust has settled and the hype has subsided, it is clear that while e-commerce is having an impact on the foodservice industry, longstanding business practices and ingrained relationships have proven to be stubbornly resistant to revolution. In fact, online marketplaces and

exchanges are finding that they must adapt and accommodate those existing relationships in order to survive.

"It's evolution, not revolution," said Del Hoizer, vice president of marketing for Provision X, a Chicago-based online meat and poultry exchange. "It's a step-by-step, evolutionary process building a marketplace that fits the culture. You have to ask permission and get permission from the parties involved before you can take the industry on a journey."

Holzer, whose company launched a Web-based exchange linking buyers and sellers of beef, pork and poultry products in March, noted that many companies in the first rush of e-commerce "came in talking revolution, saying they were going to change the way business got done."

Instead, Holzer said, companies such as Provision X quickly learned that success in the e-commerce arena required them to learn and adapt to long-established industry practices.

"We have taken a real meat-and-potatoes approach," he said. "What makes our exchange attractive is that our online customers will still have a single point of contact with each company they do business with. Business relationships, order amounts, contract terms -- all information pertaining to transactions is kept between buyer and seller. We have taken every measure to ensure Provision X reflects the current culture of our industry."

Originally founded by IBP Inc., Excel Corp., Tyson Foods Inc., Gold Kist Inc. and Farmland Industries Inc., Provision X has processed "north of \$10 million in transactions" since its launch, Holzer said. In addition to the five founding members, three buyers -- Foodbrands America, Topco Associates Inc. and Good Source -- are participating in the marketplace.

Holzer said that now that the company actually was processing transactions, further evolution of Provision X is "a matter of listening to customers." He noted that Provision X recently had released an upgraded version of its platform "because of input we got from people using the product."

Although Provision X eventually might link foodservice operators and distributors to the buyers and sellers of meat already active on the exchange, Holzer said that, for the time being, the company would concentrate on "getting good at the meat industry." Holzer described Provision X as a "product-based exchange rather than a channel-based one." He added that online exchanges need to be "facilitators of relationships, not the creators of them."

Unlike Provision X, the eFS Network, an online marketplace founded by McDonald's Corp., broad-line distributor Sysco Corp., Cargill Inc. and poultry producer Tyson Foods Inc., aims to be a channel-based exchange linking different segments of the foodservice industry. And also unlike Provision X, eFS has yet to bring a product to market. Originally announced as "connecting operators, distributors and suppliers," the company completed a merger with rival Web-based network Maverick Xchange in May and adjusted its sites to "a laserlike focus on the distributor-manufacturer relationship," according to Hank Lambert, chief executive of the merged companies.

The reasoning behind the merger was straightforward, Lambert said. He explained that "both Maverick and eFS Network were being built with similar goals and objectives to be neutral, inclusive and independent exchanges." The merger offered "a lot of immediate synergies" as well as

other benefits, he added.

"What Maverick provides to eFS is really an emphasis on the inclusiveness of the concept. When eFS was founded, if there was any skepticism or criticism, it was that eFS was founded by four very large companies and the concern was it might be a 'big boys club,'" Lambert said. "Immediately upon joining forces with Maverick, we have 10 medium-sized distributors who are now standing on the same platform as Sysco."

After a recent announcement that the newly constituted eFS Network had selected San Francisco-based network technology provider Model N to help develop its online exchange, the company should be ready for a product launch sometime in the last quarter of the year, Lambert said.

"Unlike a lot of third-party exchanges that have come and gone in the past couple of years, this is not a technology solution developed in a vacuum," Lambert said. "The approach wasn't that if you build it, they will come. This is not just an IT initiative. Some people have looked at us and said, 'You have taken an awful lot of time.' This has actually been a very deliberate strategy to take the time to build relationships with the industry, to understand the customer and be in a position to build and deliver a solution that really does add value."

While the eFS Network will "not touch the operator directly," Lambert said, restaurant chains still would derive benefits from the efficiencies created by the online exchange. He cited the indirect cost savings McDonald's might realize as a result of its relationship with eFS participant Martin Brothers Distributing Co. as an example.

"Martin Brothers has been a partner right along, and as they realize cost savings through their participation in eFS, those will be passed along to McDonald's, as they are on a cost-plus contract relationship," Lambert explained.

Although McDonald's is the only restaurant operator currently involved with eFS, "the interest from operators is not limited" to the hamburger giant, Lambert said.

"We are in very good discussions with a number of other major chains, which are anxious to get involved, primarily from an investor standpoint at this stage," he added.

While the eFS Network is preparing for a launch date sometime in the fall, some channel-based exchanges currently are up and running. Amphere Solutions has been processing transactions between operators and distributors for more than a year, according to its president and chief executive, Mark Barnekow.

He said Amphere had pursued a strategy that involved "integrating very tightly with distributors' back office systems, so that we are able to seamlessly take orders from operators and pass them through." He said, "Going into the supply chain from the distributor standpoint is what allows us to access the operators and suppliers."

According to Barnekow, Amphere offers both a sell-side marketplace called Amphere Access, which links operators to the branded Web storefronts of the 15 foodservice distributors currently participating, and a buy-side exchange called Amphere Exchange, which allows the distributors to connect with suppliers.

"We are technology enablers; we leverage our technology to allow



trading partners to trade in the way that they already do," Barnekow said. "We like to describe ourselves as a supply chain replenishment company; our solution is triggered by the depletion of inventory."

Barnekow added that several chain operators currently are utilizing Amphere Access.

"We just completed a test with Burger King, so Burger King is actually placing orders," he said. He noted other operators, such as Wendy's and Planet Smoothie, also are on the system.

"Our relationships with these chains is through the distributor," Barnekow explained, adding that distributors often encouraged restaurant operators to adopt the Amphere solution.

Barnekow declined to specify the dollar value of the transactions flowing through Amphere.

Like his fellow exchange executives, Lambert and Holzer, Barnekow remains a true believer in the promise of e-commerce. And also like them, he is convinced that modern technologies can and inevitably will bring significant cost reductions and increased efficiency to the foodservice industry. Furthermore, he has come to see the process as incremental, rather than revolutionary.

"We talk about evolution from step to step to step -- we don't want to build a RollsRoyce with a lot of moving parts," Barnekow explained. "We want to build something that's simple, that's streamlined and that's efficient so we can focus on passing transactions first and building functionality later. We are putting all the bells and whistles on as time goes by. The key thing is to build the pipes and get the transactions flowing through it."

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Restaurant Services, Inc. Moves Burger King Systems On-line With Amphere.

Business Wire , 0088

March 5 , 2002

Text:

Business Editors & Food Writers

BOISE, Idaho--(BUSINESS WIRE)--March 5, 2002

Amphire Standardizes Supply Chain Ordering, Transactions and Communications for U.S. Burger King Restaurants, Suppliers and Distributors

Amphire Solutions, Inc., the foodservice industry's leading provider of supply chain relationship management solutions, today announced that Restaurant Services, Inc. (RSI), the exclusive purchasing agent for 8,300 BURGER KING(R) (NYSE:DEO), restaurants in the United States, has chosen Amphire as its online ordering and supply chain management provider for over eighty-five percent of RSI's distribution companies.

RSI has selected Amphire to optimize purchasing processes and communications within the supply chain between BURGER KING suppliers, distributors and restaurant operators.

Amphire is the only ebusiness solution dedicated to supporting the entire supply chain. The adoption of Amphire will enable BURGER KING suppliers, distributors and restaurant operators to transact from a single source - a web-based order management system - rather than using multiple solutions and standards. The move highlights a foodservice industry trend toward moving supply chain purchasing and communications online.

RSI, based in Coral Gables, Florida, is an independent member owned purchasing cooperative that been the exclusive purchasing agent for the U.S. Burger King System since 1991, and leverages more than \$3 billion in purchasing for the Burger King System annually.

"We believe that strategic investments in technology will optimize RSI's management of the Burger King System's supply chain, and will ultimately benefit all supply chain participants," says Mike Burk, RSI's Vice President, Distribution & Logistics. "In the past, there has been no unification among the disparate supply chain ordering and inventory processes to allow the seamless movement of products from our suppliers to our distributors and into the restaurants. We recognized the need to establish a consistent process to achieve maximum cost reductions and efficiencies for our restaurants and vendors. RSI has found that solution via Amphire. As a result of their full supply chain support and proven management applications, the Burger King System supply chain will receive substantial benefits."

RSI's distributors will use Amphire's supply chain management application -- Amphire Access(TM). This application will provide BURGER KING restaurant operators and RSI's distributors with advanced online ordering and replenishment capabilities. Amphire Access fosters intuitive ordering enabling RSI to better manage the purchasing process and increase productivity. Amphire Access employs the Amphire Exchange(TM) platform, a robust architecture with proven technology, creating a single point of integration for the foodservice supply chain. Amphire's product

suite of supply chain relationship management applications has the ability to leverage a company's existing technology.

"The foodservice industry is undergoing a dramatic shift in the way it transacts and communicates," says Mark Barnekow, President and CEO of Amphire Solutions, Inc. "Organizations like RSI are on the forefront of that transition. As a result of Amphire's data-rich environment, the most significant and immediate benefit to the bottom line for all players in the Burger King System is greater efficiency and an increase in cost savings. Additionally, the result of transacting via one source, the Internet, cuts errors to improve margins and communications substantially."

"As the foodservice industry moves toward the Internet, Amphire is pleased to be demonstrating that system wide benefits and cost reductions come only from a complete supply chain vision," states Barnekow.

About Amphire Solutions, Inc.

Amphire Solutions is the leader in technology solutions that brings the foodservice industry -- Restaurants, Suppliers and Distributors, -- together for maximum supply chain integration and efficiencies. Amphire Solutions' product suite allows unprecedented access to multiple trading partners, and major cost reductions. Amphire enables all industry trading partners to communicate and transact electronically, regardless of protocols or standards and without the use of expensive dedicated hardware and software. For more information about Amphire Solutions, please visit [www.amphire.com](http://www.amphire.com).

About Restaurant Services, Inc. (RSI)

Restaurant Services, Inc. (RSI) is an independent member-owned purchasing cooperative serving BURGER KING(R) restaurant owners in the United States. RSI was founded in 1991 as the exclusive purchasing agent for the vast majority of products used by the U.S. BURGER KING system. Its primary purpose is to leverage the buying power of BURGER KING restaurants to achieve favorable contracts for food, packaging, premiums, promotion products, supplies, equipment, facilities, distribution and logistics and related services on behalf of more than 8,300 restaurants. For more information, please visit [www.rsiweb.com](http://www.rsiweb.com)

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